Abstract of the Disclosure

In a buyer-driven commerce system, pertaining most directly to the sale of hotel rooms,

methods for optimizing revenues for a predetermined sale margin, optimizing room nights for a

5   predetermined amount of margin, optimizing margin amounts for a predetermined amount of

room nights, and reports based on the same are disclosed. Demand data is collected from

conditional purchase offers submitted to the buyer-driven commerce system by potential buyers

of hotel rooms. Those conditional purchase offers which preferably are not accepted or

resubmitted are analyzed in order to determine parameters, such as optimum subsidy amount,

10   which may result in increased revenues for the system operator of the buyer-driven commerce

system or for participants who sell room nights through the system. Collected demand data may

include an offer price, one or more dates during which the buyer would like to purchase the room

nights, a promotional bump amount that may be applied based on the buyer's participation in a

directed marketing promotion and the system price for the room night. Reports of expected

15   changes in demand based upon the simulated changes to the business parameters are then

generated and presented to hotel system operators, who may change acceptance parameters

based on the reports.

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